



What is claimed is:

1. (Currently Amended) A system, method and computer program product for promoting targeted purchasing and fan loyalty to sports and entertainment celebrities--and the products and causes they promote and endorse--through the use of: a smart card with an integrated circuit device, which offers fans of sports and entertainment celebrities memory and microprocessing capabilities, including "contact" and "contact-less" devices, and which either displays or contains the images, names, logos, or other identifying monikers and/or elements of celebrities on or in any device using IC technology; an application service provider for all hardware, software, and infrastructure needs and support, including data base management; a smart card terminal or other IC technology reading device connected either to the user's PC or Macintosh computer, or a merchant's terminal; a computer program product working in conjunction with smart cards and other IC devices that provide fans seamless and instant Internet connection to the chosen celebrities' fan club Web sites as a point of entry to the Web, a Web store operated by an application service provider, maneuverability and efficiencies while searching and shopping on the Web, and tangible, on or off-line paybacks and benefits in return for the fans' loyalty to their chosen celebrities; a set of special software programs offering password-protected, hierarchical access to not only the celebrities' fan club pages, but also to the celebrities' preferred cross-marketing links, as well as downloadable and updatable homework help links for students, fan rewards for travel and related services, and data storage and retrieval, such as ship-to and bill-to names and addresses for convenience when shopping on-line, and for storage of the individual's favorite web site Universal Resource Locators (URLs);

1. (Original) A system, method and computer program product for promoting targeted purchasing and fan loyalty to sports and entertainment celebrities--and the products and causes they promote and endorse--through the use of: an embedded integrated circuit (IC) device, such as that found in the smart card and other devices using IC technology, which offers fans of sports and entertainment celebrities memory and microprocessing capabilities (including "contact" and "contact-less" devices) and which either displays or contains the images, names, logos, or other identifying monikers and/or elements of celebrities on or in any device using IC technology; an application service provider (ASP) for all hardware, software, and infrastructure needs and support, including data base management; a smart card terminal or other IC technology reading device connected either to the user's PC or Macintosh computer, or a merchant's terminal; a computer program product working in conjunction with smart cards and other IC devices that provide the fans seamless and instant Internet connection to the chosen celebrities' fan club Web sites as a point of entry to the Web, a Web store operated by an application service provider (ASP), maneuverability and efficiencies while searching and shopping on the Web, and tangible, on or off-line paybacks and benefits in return for the fans' loyalty to their chosen celebrities; a set of special software programs offering password protected, hierarchical access to not only the celebrities' fan club pages, but also to the celebrities' preferred cross-marketing links, as well as downloadable and updatable homework help links for students, fan rewards for travel and related services, and data storage and retrieval, such as ship-to and bill-to names and addresses for convenience when shopping on-line, and for storage of the individual's favorite web site Universal Resource Locators (URLs);

2. (Currently Amended) The smart card or other integrated circuit (IC) system as defined in claim 1 uses multiple user platforms, a compatible personal computer (PC) running a compatible operating system, a programmed, and a programmable, smart card to facilitate and enhance not only Internet maneuverability, efficiencies, and services for the fan, but also off-line benefits for shopping, travel, dining, car rentals, and related services, when conducted in conjunction with participating merchants.

2. (Original) The smart card or other integrated circuit (IC) system as defined in claim 1 uses multiple user platforms--including but not limited to an IBM.TM. or compatible personal computer (PC) running the Microsoft.RTM. Windows 95/98.TM. or Windows NT.TM. operating system, a Macintosh.RTM. computer